



MARYLAND HEALTH BENEFIT EXCHANGE

Communications and Outreach Plan Update

June 12, 2012

Communications & Outreach Campaign Update

- Guiding Principles
- Marketing and Communications Objectives
- Education and Training Objectives
- Audience Segmentation
- Strategic Approach
- Campaign Timeline
- Next Steps

Guiding Principles

- ❑ **Bring Everyone Along:** although not everyone in the State is affected by health reform, every opinion matters. The campaign's core efforts will focus on enrollment of the key target audiences while opinion leaders, elected officials, media and the general public must also be educated and support cultivated
- ❑ **Leverage the Power of Partnerships:** maximize education and enrollment by leveraging existing resources, networks and channels; identify opportunities for collaboration and partnerships with common visions and missions
- ❑ **Segment Audiences and Customize Communications:** develop marketing and communications tactics based on research and evidence of how different populations can best be reached and encouraged to enroll and retain coverage; ensure materials are cultural and linguistically appropriate
- ❑ **Train and Educate to Ensure Delivery of Consumer Experience:** a comprehensive training program to educate and train assisters and Exchange partners will provide a seamless consumer experience
- ❑ **Evaluate and Adjust Campaign Strategies:** monitor and modify based on feedback from stakeholders, partners, on-going research, program metrics and national indicators

Communications & Outreach Campaign Basis



Communications & Marketing Objectives

Marketing Objectives

- Establish the Maryland Health Benefit Exchange as the trusted marketplace for Marylanders searching for health insurance
- Decrease the number of uninsured Maryland residents beginning in October 2013

Communications Objectives

- Establish awareness about the availability of affordable health insurance beginning in October 2013 through the exchange for all Marylanders
- Create a brand identity that articulates a meaningful brand promise for consumers that the marketplace will be a destination where health insurance options can be explored and understood before enrollment is completed
- Increase awareness of the integration of Medicaid (and other public assistance programs) with private insurance within the new marketplace (Exchange) as a mechanism for providing consumer choice

Training & Education Objectives

Education Objectives (Consumers/Channel Partners)

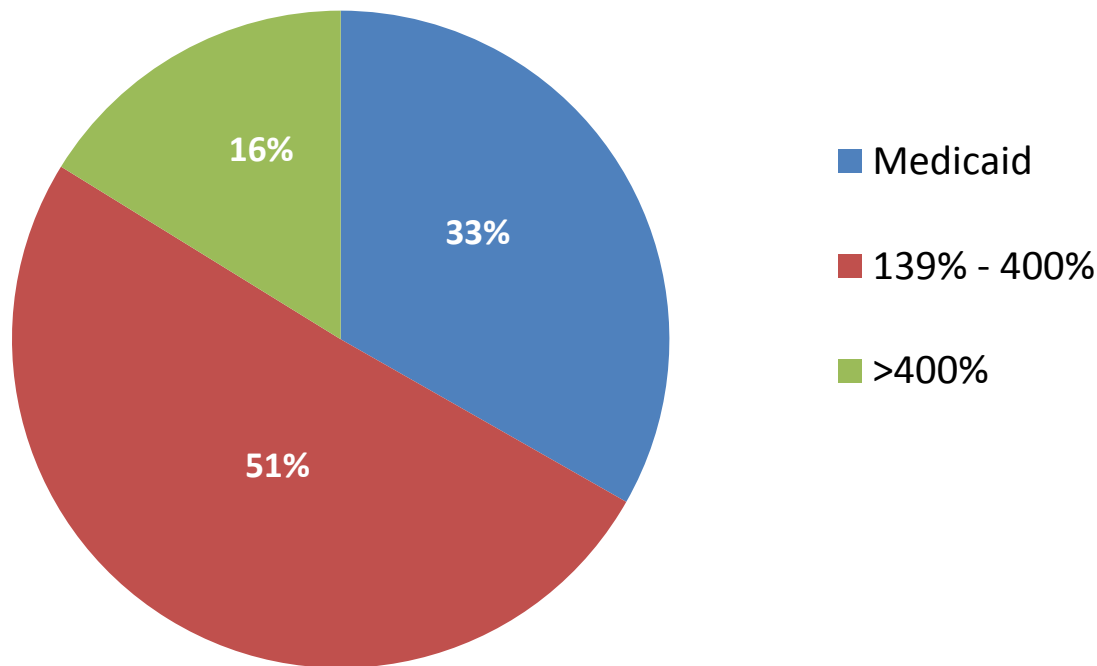
- Educate target populations about the availability of the online portal and alternative access points for exploring options and enrollment (e.g. navigators, call center)
- Inform uninsured populations in advance of Open Enrollment about the changes in eligibility
- Continue to educate individuals, families and small business after initial Open Enrollment about change of circumstances that may impact eligibility status, tax credits and cost-sharing subsidies

Training Objectives (Navigators/Producers/Assisters)

- Establish comprehensive training curriculum to prepare navigators and producers to assist individuals statewide to enroll through the Exchange
- Provide training on new eligibility and enrollment system for Local Health Departments/Department of Social Services Offices statewide to prepare case workers and eligibility workers about forthcoming changes and future updates
- Create training protocols for Exchange partners, including producers, plan issuers and third-party administrators, as well as other assisters, on specific system functionalities to ensure proper delivery of the consumer experience

Target Audiences

The Exchange will serve all uninsured individuals in Maryland, including those eligible for subsidized programs (Medicaid, CHIP, etc.) as well as non-subsidized private insurance:



Total Uninsured Population in Maryland: 740,000 (approximate)

Audience Identification: Channel Audiences

The campaign will also target influencers as messengers to amplify the message, support outreach and delivery training:

Plan Issuers (Carriers, MCOs, Co-Ops)

Third-Party Administrators

Producers/Brokers

Local/State Agencies

Health Care Providers

Health Systems, Hospitals, Clinics

Faith Based Organizations

Non-Profit Organizations

Community Based Organizations

Business/Trade Organizations

Strategic Approach

Paid Media

- Advertising (TV, Radio, Print, Online, Transit)
- Social Media/ SEO/ Digital Communications

Earned Media

- Public Relations
- Message Development
- Stakeholder Communications

Community Outreach

- Faith-Based Organizations/CBOs, Grassroots Events
- Corporate Partnerships, Trade Outreach, Sponsorships

Education & Training

- Navigator Outreach and Training
- Agency Program Integration (Change Management)

User Experience Design

- HIX Content Development and Deployment
- Enrollee Outreach and Education, Health Literacy
- Notices and Communications

Exchange Campaign Timeline



Immediate Next Steps

- Level Two Establishment Grant Application
- Request for Proposal for Advertising/Public Relations Agency
- Brand Development/Launch
- Stakeholder Site Launch
- Navigator Advisory Committees/Curriculum Development
- Outreach Plan
- User Experience Design for HIX

Name	Supporting Points
<p>Health Plans Maryland</p> <p><i>HealthPlansMaryland.com</i></p>	<ul style="list-style-type: none"> • Top ranked across populations • Second ranked among Medicaid-eligible • Top ranked as a place to get information on health plans • Clearly connotes health plans vs. general health or other types of insurance products
<p>Maryland Health Marketplace</p> <p><i>MarylandHealthMarketplace.com</i></p>	<ul style="list-style-type: none"> • Second ranked across populations • Third ranked in Medicaid-eligible focus groups • Fifth ranked in Medicaid-eligible survey • Among top 3 perceived as private vs. govt., and as a place to get information on health plans
<p>Insure Me Maryland</p> <p><i>InsureMeMaryland.org</i></p>	<ul style="list-style-type: none"> • Fourth ranked across populations • Top ranked as affordable • Among top 3 perceived as easy to use, and secure (however not specific about health coverage)
<p>Maryland Health Connection</p> <p><i>MarylandHealthConnection.com</i></p>	<ul style="list-style-type: none"> • Top ranked among Medicaid-eligible • Ranked sixth across population • Closely mirrors successful MA Health Connector program • Top ranked as secure, and among top 3 perceived as trustworthy
<p>Get Covered Maryland</p> <p><i>GetCoveredMaryland.com</i></p>	<ul style="list-style-type: none"> • Eighth-ranked of 10 names tested, however top-ranked in three key attributes: easy to use, high quality, and trustworthy • Uses active rather than passive voice (however not specific about health coverage)